

THE CLEVELAND REGIONAL MARKET

- Market Dynamics
- Media Landscape
- Audience Solutions



CLEVELAND DMA MARKET SNAPSHOT



ADULT POPULATION: 3,002,400

- 19th-largest DMA market
- If the Cleveland area was a single city, we would rank #3 between Los Angeles and Chicago.

ADULT MEDIAN AGE: 50.3

- U.S. adult median age: 47.8
- Our audience adult median age: 55

MEDIAN HOUSEHOLD INCOME: \$58,907

- U.S. median household income: \$67,168
- Our Cleveland audience median household income: \$68,824
- Low Cost of Living Index (72.6) means Cleveland median household income is over \$92,000 in "real" dollars.

LOCAL ADVERTISING MARKETPLACE

- Over 226,000 business locations
- \$1.93 billion spent on annual local advertising

THE PLAIN DEALER PRINT AUDIENCE

HUGE PRINT AUDIENCE

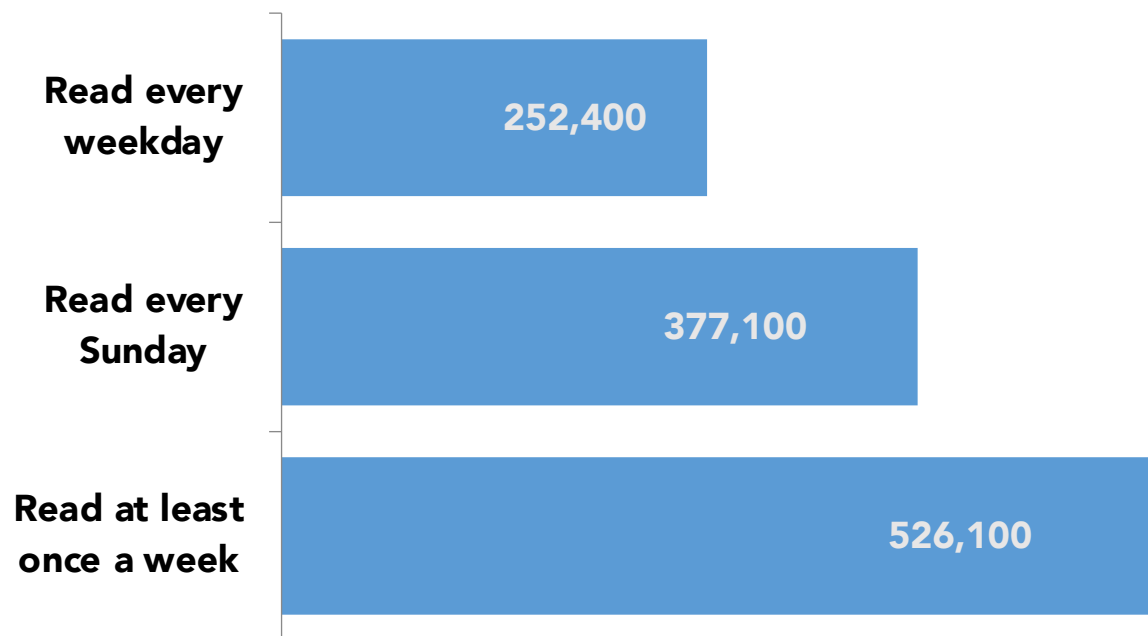
- Over half a million Cleveland adults read the printed Plain Dealer at least once a week.

IT'S A SEPARATE AUDIENCE

- No other local newspaper reaches more than 6% of the Plain Dealer audience.
- 75% of Plain Dealer print readers are “print exclusive” – they’re not regular Cleveland.com visitors.

REACH EVEN MORE

- More than 103,000 Cleveland adults read the Sun News.
- Only 53,400 read Cleveland Magazine.



Cleveland DMA Adults

THE PLAIN DEALER vs. TV and RADIO

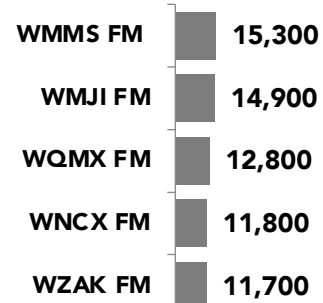
ONE SPOT vs. ONE AD

- The printed Plain Dealer dominates head-to-head against the best Radio and TV dayparts.

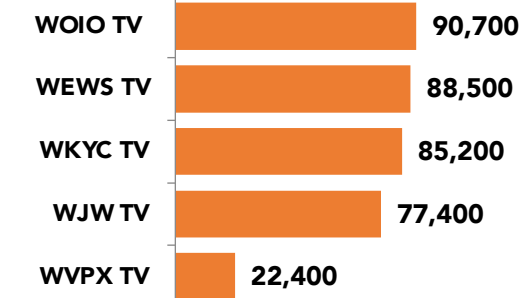
TV & RADIO FRAGMENTATION

- With over 40 radio stations and 90+ broadcast and cable TV channels, effective TV and Radio marketing requires multiple stations and lots of frequency.

M-F Drive Time
average 1/4 hour



M-S Prime Time
average 1/2 hour



Cleveland DMA Adults

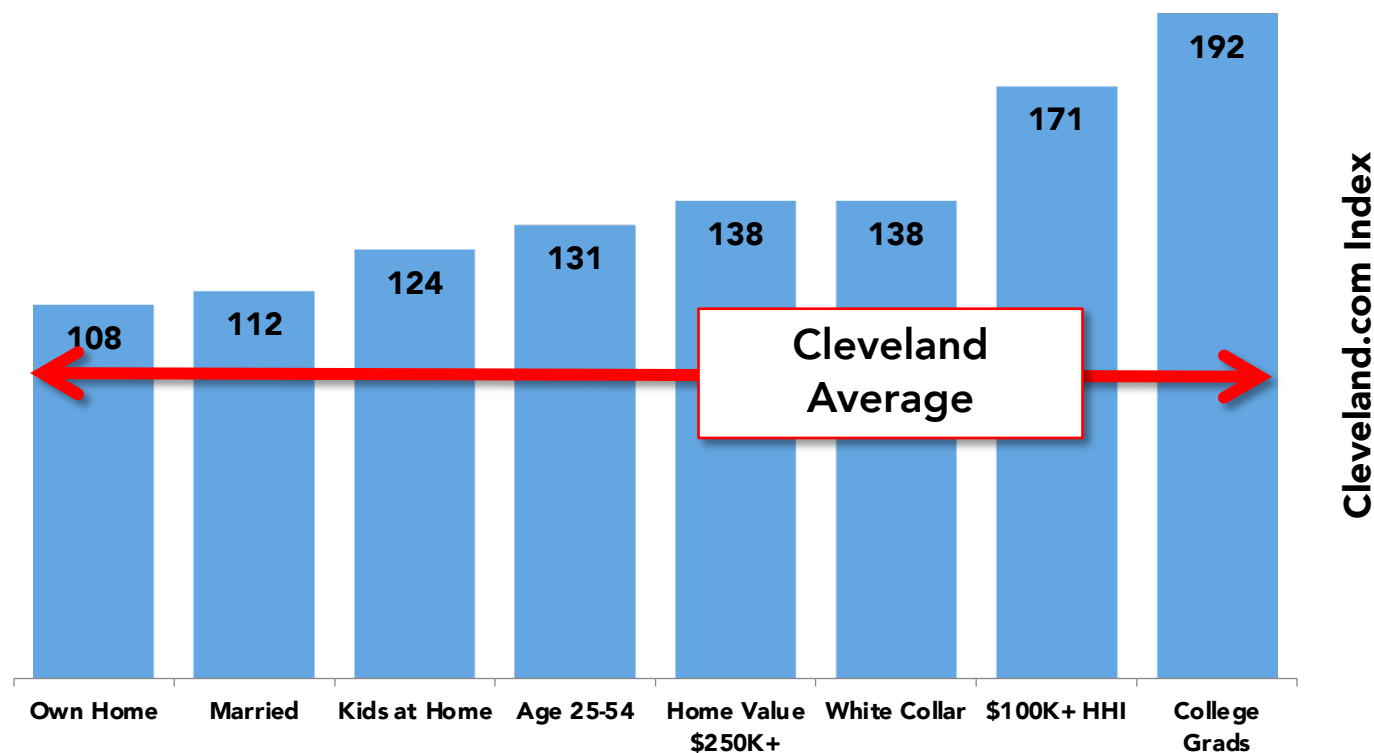
CLEVELAND.com DIGITAL AUDIENCE

CLEVELAND.com is
CLEVELAND'S LEADING
LOCAL NEWS and
INFORMATION WEBSITE

- Cleveland.com averages 9.3 million *total* Monthly Unique Visitors.

QUALITY AUDIENCE

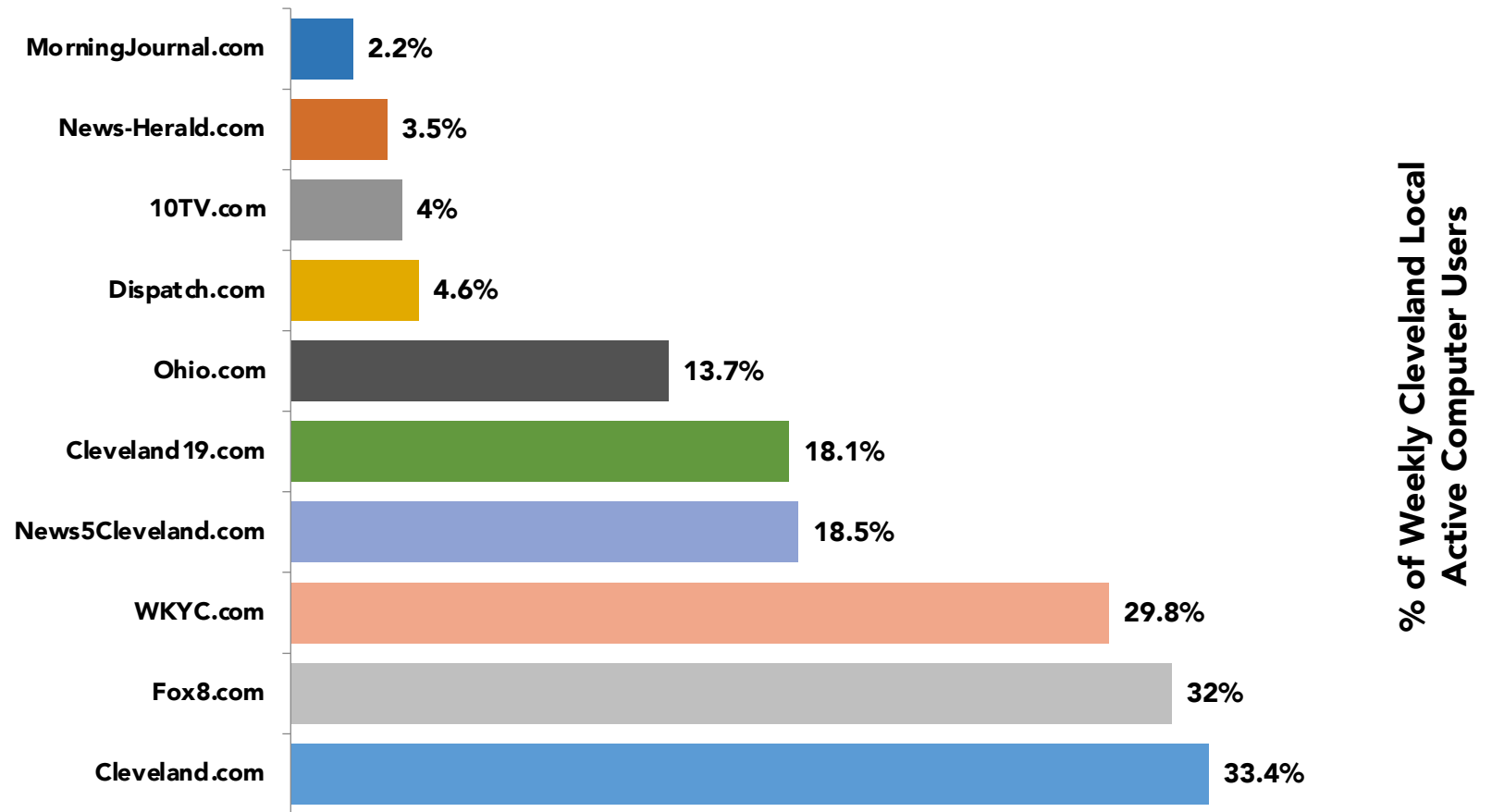
- In the Cleveland DMA, Cleveland.com over-delivers among Younger Adults, College Grads, Upper Income, high-value Homeowners, White Collar job-holders and Households with Children.



CLEVELAND.com is the LARGEST LOCAL NEWS WEBSITE

CLEVELAND.com HAS MORE LOCAL WEEKLY UNIQUE VISITORS THAN ANY OTHER LOCAL NEWS SITE

- Over a third of all active computer users in the Cleveland DMA visit Cleveland.com at least once a week.
- Cleveland.com maintains a tight lead over Fox8.com and WKYC.com.
- After Fox8.com and WKYC.com, Cleveland.com has nearly double the traffic of the next closest competitors.

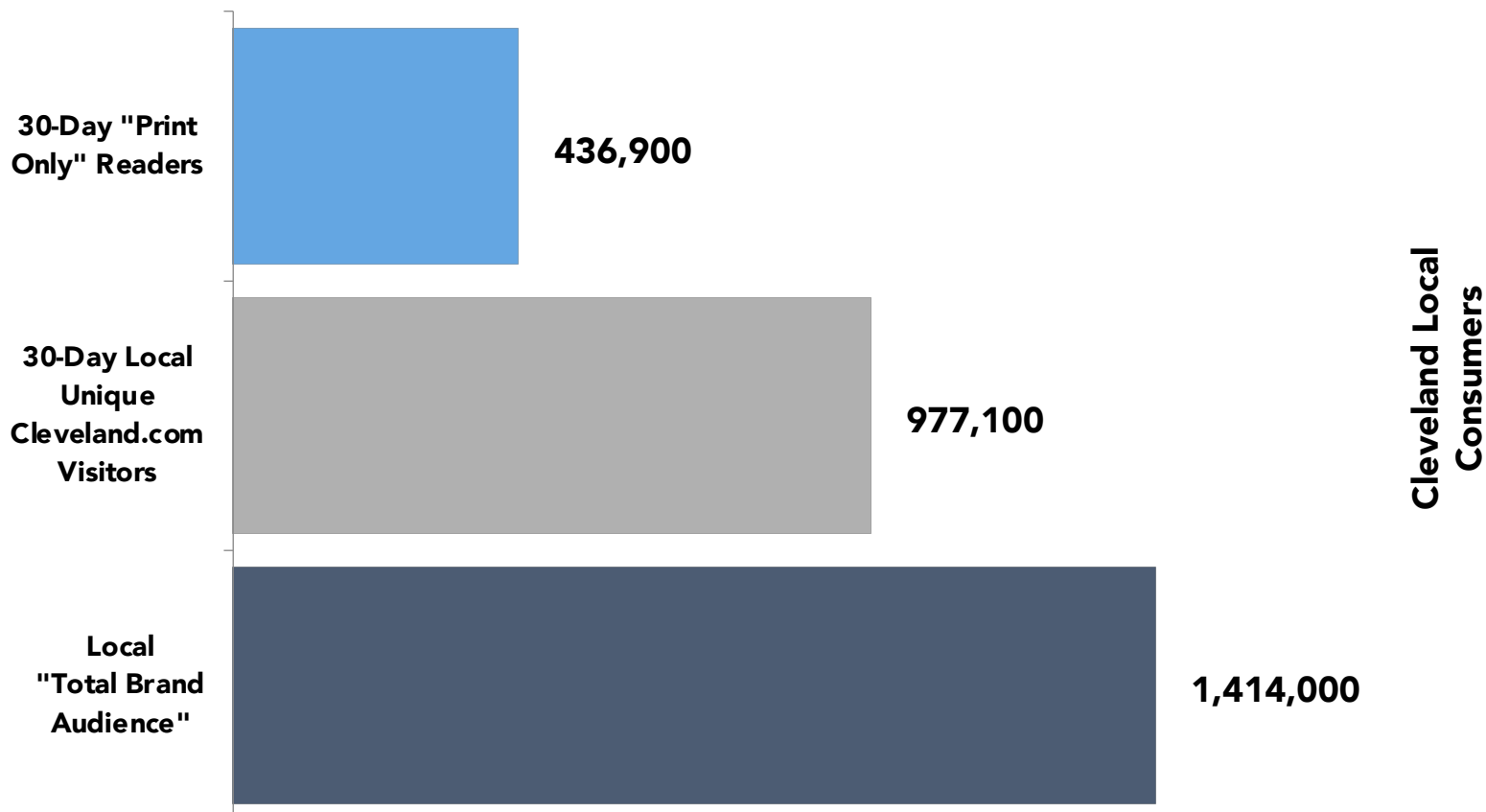


Source: 2021 comScore, 2021 Google Analytics
(Weekly Unique Visitor estimate based on concurrent ratios of Monthly and Weekly Visitor trends)

OUR TOTAL BRAND AUDIENCE: REACH MORE of CLEVELAND

WE REACH NEARLY HALF
of ALL CLEVELAND
REGION ADULTS

- *Advance Ohio* core brands reach over 1.4 million different local consumers.
- All TV stations combined at Prime Time (AHH) reach 1.04 million.
- All Radio stations combined during Drive Time (AQH) reach 245,600.



YOU NEED CUSTOMERS. WE HAVE SOLUTIONS.

PRINT SOLUTIONS

- In-Paper Advertising
- Inserts – Preprints
- Inserts – Print & Deliver
- Inserts – Sunday PD Wrap Up-NonSubs
- Front Page Notes
- Newspaper Delivery Ad Bags
- High Impact Ad Units
- Special Interest Sections



DIGITAL SOLUTIONS

- Geo Targeting
- Contextual Targeting
- Behavioral Targeting
- Re-Messaging
- SEM / SEO
- Content Marketing
- Video
- E-mail
- Social Media
- Mobile

CLEVELAND'S MEDIA LEADER



- If the Cleveland DMA were a single city, we would rank #3 between Los Angeles and Chicago.
- The combined Plain Dealer/Cleveland.com audience has median Household Income \$10,000 higher than the market.
- 226,000 Cleveland business locations spend almost \$2 billion a year on advertising. We can help you rise above the clutter.
- *Advance Ohio* is the region's dominant media and marketing partner. Our core brands reach over 1.4 million local consumers.
- Our engaged audiences can be segmented to pinpoint your best customers, and we have solutions for any marketing need.